

## **REMARKS**

Applicants reply to the Office Action dated October 5, 2006, of which this Reply is filed with a one (1) month extension of time. Claims 1-14 were pending in the application and the Examiner rejects claims 1-14. Support for the amendments may be found in the originally-filed specification, claims, and figures. No new matter has been introduced by these amendments. Reconsideration of the application is respectfully requested.

### **Rejection under 35 U.S.C. § 103(a)**

The Examiner rejects claims 1-14 under 35 U.S.C. § 103(a) as being unpatentable over Hunt et al., U.S. Patent Number 6,496,855 B1 ("Hunt") in view of Kraemer, U.S. Patent Number 6,490,602 ("Kraemer") in view of Dedrick, U.S. Patent Number 5,710,884 ("Dedrick") and in further view of Light et al., U.S. Patent Number 6,192,380 ("Light"). Applicants respectfully traverse this rejection.

Hunt generally discloses a method for managing a centralized registration of users of a plurality of web sites requiring user registration. The Hunt system provides a centralized repository of personal information relating to a user and includes rules as defined by the users. The rules dictate how a user's personal information will be used based on the security policies of individual web sites. After creating a personal profile within the centralized repository of the Hunt system, users can subsequently request that a registration application be submitted to a web site on the user's behalf. The Hunt system then completes a registration form with information from the user's personal profile in accordance with the user defined rules. According to Hunt, the system "provides a registration agent site (RAS) 4, in this example a web server, which presents a simple intermediary between sites and internet users that acts as a single source of data entry, username and password for users" (column 5, lines 2-6). The completed registration form is then transmitted to the remote web site on behalf of the user.

Kraemer generally discloses a web-based gift registry, wherein a unified toolbar is provided across web pages of multiple, independent retailers. The toolbar may be used by a gift recipient to add items from multiple web sites to a centralized registry within a server. The toolbar can later be used by gift givers to view and purchase items from the gift recipient's registry. The registry also maintains information about the gift receiver, such as a mailing address. When a gift giver uses the Kraemer system to select a gift for a gift receiver, information is collected such as a credit card number and billing address. A combination of information relating to the gift receiver and gift giver are then used to complete a purchase form. According to Kraemer, "[w]hen a purchase command is received, enhanced functionality server 100 is capable of automatically filling out the purchase forms using information obtained earlier about the purchaser" (column 4, lines 41-45).

Dedrick generally discloses a system and apparatus for maintaining personal profile information that is used to customize the display of information. Specifically, the Dedrick apparatus comprises a session manager, a client interface, a client activity monitor, a content adapter, a statistic compilation process, and a personal profile database. These components reside on each client system to process information according to the user's defined preferences (*see*, Fig. 2 and col. 5, lines 17-20). For example, the client activity monitor keeps track of user actions as they relate to data. If a user changes the color of the font, the client activity monitor stores an identifier for the font color in the personal profile database. When a user subsequently requests to view information, a query is made to the personal profile database to determine what color to apply to the font of the requested information. Specifically, Dedrick discloses, "the client system 12 collects the consumer's purchasing information, as stored in the personal profile database 27, and transfers the information and the 'buy' request to the metering server 14" and "metering server 14 then forwards the information and 'buy' request to the advertiser" (column 19, lines 55-60). In other words, the Dedrick system stores profile information in a local drive of the client computer. Thus, the Dedrick system would not enable a user to operate a different computer to facilitate purchases under the invention as disclosed without first transferring the personal profile.

Light generally discloses a system for automatically filling in an online form. Specifically, the Light system is limited to a client side module that recognizes when a form has been loaded into a browser by an HTML tag identifying it as such. The client side module then looks at the tags of the form to recognize fill-able form fields. For example, a form may contain the following fields, "name", "address", "city", "state", "postal code", "credit card number", "expiration date", and the like. The HTML tags for the form define each of the fields including a unique name for the form field. Most often, the field is named according to its intended use. As such, the HTML tag identifying a field used to enter a postal code would likely be named "postal\_code", "zip\_code", "zip", "postal", or the like. Therefore, when identifying the various fields, the client side utility can match form field names with a preconfigured list of data corresponding to each of the fields. Similar to Dedrick, as discussed above, the Light system stores a module at the user's computer containing the logic and data used to automatically fill in form fields (*see*, Fig. 2). Again, a user of the Light system would not enjoy the benefits of the form fill features from a computer other than the one that the module was installed.

Hunt and Kraemer each disclose systems whereby information pertaining to the user is exclusively maintained at the server level and is used to complete forms and/or format web pages. In other words, both Hunt and Kraemer serve as intermediaries between a commerce server and the client

system. The profile information resides on a server and is never passed to the client. The downside to this approach is that it creates additional network traffic and processing.

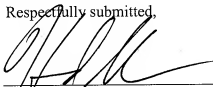
Dedrick and Light, on the other hand, maintain profile data exclusively within the memory structure of the client computer. While Dedrick and Light reduce network traffic such that each form does not require processing by a remote server, the solutions are not flexible to enable the user to enjoy the form fill benefits from any computer, other than the one that maintains the profile information. As such, neither Hunt, Kraemer, Dedrick, Light, nor any combination thereof, disclose or suggest at least, "transmitting the shippable code including the third data set to a client computer, wherein the third data set is used to complete the online form such that certain data items required by the online form relating to the first user are taken from the filtered first data profile portion of the third data set," as similarly recited by independent claims 1 and 11

Claims 2-10 and 12-14 variously depend from independent claims 1 and 11, therefore claims 2-10 and 12-14 are allowable for at least the reasons described above, as well as in view of their own respective features.

In view of the above remarks, Applicants respectfully submit that all pending claims properly set forth that which Applicants regard as their invention and are allowable over the cited prior art. Accordingly, Applicants respectfully request allowance of the pending claims. The Examiner is invited to telephone the undersigned at the Examiner's convenience, if that would help further prosecution of the subject Application. Applicants authorize and respectfully request that any fees due be charged to Deposit Account No. 19-2814, including any required extension fees.

Respectfully submitted,

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